

CLAIMS

What is claimed is:

1 ^{sub} 1.1) In a distributed computer system, a method of generating an intender lead, said
2 method comprising the steps of:

- 3 a) identifying purchase indicators representing potential future purchases by
4 prospects, said purchase indicators being contained within files in said
5 distributed computer system; and
6 b) extracting prospect identifiers from said purchase indicators, wherein said
7 prospect identifiers identify said prospects, and said prospects comprise said
8 intender lead.

1 2. The method of claim 1, further comprising the step of applying a predictive
2 model to said prospects to select said intender lead.

1 ^{sub} 3. The method of claim 1, further comprising the step of transferring said
2 intender lead to an interested party.

1 4. The method of claim 3 wherein said transferring step occurs before said
2 potential future purchases.

1 5. The method of claim 1, further comprising the step of initiating a direct
2 marketing contact with an intender represented by said intender lead.

1 ^{sub} 6. The method of claim 1 wherein said prospect identifiers are selected from the
2 group consisting of telephone numbers, email addresses, and postal addresses.

1 7. The method of claim 1, further comprising the step of obtaining additional
2 information associated with said prospects from a profile database, wherein
3 said additional information is associated with said prospect identifiers in said
4 profile database.

1 8. The method of claim 7 wherein said additional information comprises
2 contact information for said prospects.

1 9. The method of claim 7 wherein said additional information comprises
2 data enhancement information for said prospects.

1 10. The method of claim 1, further comprising the step of extracting auxiliary data
2 from said purchase indicators, wherein said auxiliary data is independent of
3 said prospects.

1 11. The method of claim 1 wherein said files are selected from the group
2 consisting of classified advertising, resumes, auction boards, life change
3 announcements, and postings to newsgroups, discussion forums, and email
4 lists.

1 12. The method of claim 11 wherein said purchase indicators comprise
2 classified automobile sales advertisements, and said potential future
3 purchases are selected from the group consisting of automobile,
4 automobile insurance, and roadside assistance package purchases.

1 13. The method of claim 11 wherein said purchase indicators comprise
2 classified home sales advertisements, and said potential future
3 purchases are selected from the group consisting of home, home
4 insurance, telephone service, and moving service purchases.

1 14. The method of claim 11 wherein said purchase indicators comprise
2 classified boat and RV sales advertisements, and said potential future
3 purchases comprise leisure product purchases.

1 15. The method of claim 11 wherein said purchase indicators comprise
2 resumes, and said potential future purchases comprise financial
3 planning services comprising 401(k) rollover services.

- 1 16. The method of claim 11 wherein said purchase indicators comprise
2 resumes comprising a current job title, company, and contact
3 information, and said potential future purchases comprise purchases of
4 business products appropriate for said company and said job title.
- 1 17. The method of claim 11 wherein said postings comprise requests for
2 purchase recommendations, and said potential future purchases
3 comprise purchases of products corresponding to said requests.
- 1 18. The method of claim 11 wherein said auction boards comprise bids for
2 auctioned items, and said potential future purchases comprise
3 purchases of items similar to said auctioned items.
- 1 19. The method of claim 11 wherein said purchase indicators are selected
2 from the group consisting of engagement announcements and wedding
3 announcements, and said potential future purchases are selected from
4 the group consisting of home, household appliances, home insurance,
5 and life insurance purchases.
- 1 20. The method of claim 11 wherein said purchase indicators comprise
2 birth announcements, and said potential future purchases comprise
3 infant product purchases.
- 1 21. The method of claim 11 wherein said purchase indicators comprise
2 obituaries, and said potential future purchases comprise financial
3 planning service purchases made by a surviving family member.
- 1 22. The method of claim 1 wherein said distributed computer system is the
2 Internet.
- 1 23. In a distributed computer system, a method of generating an intender lead, said
2 method comprising the steps of:

- 3 a) identifying purchase indicators representing potential future purchases by
4 prospects, said purchase indicators being contained within files in said
5 distributed computer system, said prospects including said intender lead;
6 b) extracting prospect identifiers from said purchase indicators;
7 c) obtaining contact information for said prospects from a profile database,
8 wherein said contact information is associated with said prospect identifiers in
9 said profile database;
10 d) applying a predictive model to said prospect identifiers and said contact
11 information to select said intender lead from said prospects; and
12 e) transferring contact information for said intender lead to an interested party.

1 24. The method of claim 23 wherein said transferring step occurs before said
2 potential future purchases.

1 25. The method of claim 23 wherein said prospect identifiers are selected from the
2 group consisting of telephone numbers, email addresses, and postal addresses.

1 26. The method of claim 23, further comprising the step of obtaining data
2 enhancement information from said profile database, wherein said data
3 enhancement information is associated with said prospect identifiers, and
4 wherein said predictive model is further applied to said data enhancement
5 information to select said intender lead from said prospects.

1 27. The method of claim 23, further comprising the step of extracting auxiliary
2 data from said purchase indicators, wherein said auxiliary data is independent
3 of said prospect identifiers, and wherein said predictive model is further
4 applied to said auxiliary data to select said intender lead from said prospects.

1 28. The method of claim 27 wherein said auxiliary data includes a
2 classification of a product of said potential future purchases.

1 29. The method of claim 23 wherein said files are selected from the group
2 consisting of classified advertising, resumes, auction boards, life change

3 C1 announcements, and postings to newsgroups, discussion forums, and email
4 lists.

1 30. The method of claim 29 wherein said purchase indicators comprise
2 classified automobile sales advertisements, and said potential future
3 purchases are selected from the group consisting of automobile,
4 automobile insurance, and roadside assistance package purchases.

1 31. The method of claim 29 wherein said purchase indicators comprise
2 classified home sales advertisements, and said potential future
3 purchases are selected from the group consisting of home, home
4 insurance, telephone service, and moving service purchases.

1 32. The method of claim 23 wherein said distributed computer system is the
2 Internet.

1 33. ^{33.02} A program storage device accessible by a server machine in a distributed computer
2 system, tangibly embodying a program of instructions executable by said server
3 machine to perform method steps for generating an intender lead, said method steps
4 comprising:

- 5 a) identifying purchase indicators representing potential future purchases by
6 prospects, said purchase indicators being contained within files in said
7 distributed computer system; and
8 b) extracting prospect identifiers from said purchase indicators, wherein said
9 prospect identifiers identify said prospects, and said prospects comprise said
10 intender lead.

1 34. The program storage device of claim 33 wherein said method steps further
2 comprise applying a predictive model to said prospects to select said intender
3 lead.

1 35. The program storage device of claim 33 wherein said method steps further
2 comprise transferring said intender lead to an interested party.

1 36. The program storage device of claim 35 wherein said transferring step
2 occurs before said potential future purchases.

1 37. The program storage device of claim 33 wherein said method steps further
2 comprise initiating a direct marketing contact with an intender represented by
3 said intender lead.

1 38. The program storage device of claim 33 wherein said prospect identifiers are
2 selected from the group consisting of telephone numbers, email addresses, and
3 postal addresses.

1 ^{sn} 39. ~~The program storage device of claim 33 wherein said method steps further~~
2 ~~comprise obtaining additional information associated with said prospects from~~
3 ~~a profile database, wherein said additional information is associated with said~~
4 ~~prospect identifiers in said profile database.~~

1 40. The program storage device of claim 39 wherein said additional
2 information comprises contact information for said prospects.

1 41. The program storage device of claim 39 wherein said additional
2 information comprises data enhancement information for said
3 prospects.

1 ^{sh} 42. ~~The program storage device of claim 33 wherein said method steps further~~
2 ~~comprise extracting auxiliary data from said purchase indicators, wherein said~~
3 ~~auxiliary data is independent of said prospects.~~

1 43. The program storage device of claim 33 wherein said files are selected from
2 the group consisting of classified advertising, resumes, auction boards, life
3 change announcements, and postings to newsgroups, discussion forums, and
4 email lists.

1 44. The program storage device of claim 43 wherein said purchase
2 indicators comprise classified automobile sales advertisements, and

3 said potential future purchases are selected from the group consisting
4 of automobile, automobile insurance, and roadside assistance package
5 purchases.

1 45. The program storage device of claim 43 wherein said purchase
2 indicators comprise classified home sales advertisements, and said
3 potential future purchases are selected from the group consisting of
4 home, home insurance, telephone service, and moving service
5 purchases.

1 46. The program storage device of claim 33 wherein said distributed computer
2 system is the Internet.